## ABSTRACT OF THE DISCLOSURE

Process and apparatus for continuously and permanently shaping a plate in plastic material according to an undulated profile. The apparatus includes a guide and positioning surface of the plate; a moulding and transferral wheel, peripherally shaped according to a plurality of seats, suitable for reproducing a continuous shaped profile; and a positioning, advancement and maintenance assembly in the form of a plate, peripheral with respect to the moulding wheel, of the mobile type, respectively; counter-clockwise in synchronization with the moulding and return wheel in a position independent of the moulding wheel. The assembly includes a pre-form presser, upstream of the surface involved in the shaping, set apart by at least one first stabilization and cooling presser, a moulding presser, interposed between the pre-form presser and a cooling presser; and a possible blade for detaching the plate from the seats.